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NOMINATIONS—FEBRUARY–MAY

HEARINGS

BEFORE THE

COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION UNITED STATES SENATE

NINETY-EIGHTH CONGRESS

FIRST SESSION

NOMINATIONS

FEBRUARY 4, 1983

SHARON P. ROCKEFELLER, RICHARD BROOKHISER, KARL ELLER, AND HELEN MARIE TAYLOR, TO BE MEMBERS OF THE BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

APRIL 20, 1983

HARRY O'CONNOR, TO BE A MEMBER OF THE BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

MAY 10, 1983

E. PENDLETON JAMES, TO BE A MEMBER OF THE BOARD OF DIRECTORS, COMMUNICATIONS SATELLITE CORPORATION

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NOMINATIONS—CORPORATION FOR PUBLIC BROADCASTING

FRIDAY, FEBRUARY 4, 1983

U.S. SENATE,
COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION,
Washington, DC.

The committee met, pursuant to notice, at 9 o'clock a.m., in room SR-253, Russell Senate Office Building, Hon. Barry Goldwater presiding.

Staff members assigned to this hearing: Anne M. Cantrel, professional staff member and Thomas W. Cohen, minority staff counsel.

OPENING STATEMENT BY SENATOR GOLDWATER

Senator GOLDWATER. The committee will come to order. I have a brief opening statement.

I am pleased to preside over the nomination hearing of these four people to become members of the Board of Directors of the Corporation for Public Broadcasting.

Public broadcasting, an excellent example of what television and radio can become, is at a critical stage in its development. It faces stiff competition from rapidly advancing technologies which will be able to serve the needs of specialized or target audiences much more efficiently than over-the-air broadcasting.

I cannot emphasize too strongly the importance that I attach to public broadcasting. I may be prejudiced by the fact that we have two outstanding public broadcasting stations in my State, both connected with universities. But the programming should serve as an example to the networks who, I think, are going downhill rather fast in the quality of what they are allowing us to see.

As with other enterprises supported in part with Federal dollars, the public broadcasting industry must shoulder its share of decreased Federal support. The Federal dollar has been well invested in this industry. With government help, the American people are provided with innovative programs of exceptional quality and creativity. It delivers programs to the public with a capability that surpasses any other system in the world.

The four nominees will join other members of the board in assuring that a leaner and more efficient public broadcasting industry will continue to be a highly valued and cherished asset to the educational and cultural life of America.

At this point I will insert their biographical sketches.

[The biographical sketches follow:]

Biographical Sketch of Sharon Percy Rockefeller

Address: Governor's Mansion, Charleston, West Virginia.

Personal: Born—December 10, 1944, Oakland, California; marital status—married. Children—John, 13; Valerie, 11; Charles, 9; Justin, 3. Hobbies—Reading, tennis, skiing.

Education: Stanford University, Stanford, California, A.B. degree, 1966, in French Literature. Graduated cum laude.

Honors and awards: 1982—Doctor of Humane Letters Degree, Hamilton College, Clinton, New York. 1981—West Virginia Society in Washington, D.C., Daughter-of-the-Year. 1981—Charleston Gazette-Mail West Virginian of the Year. 1980—Doctor of Humane Letters Degree, West Liberty State College, West Liberty, West Virginia. 1978—Doctor of Laws Degree, Beloit College, Beloit, Wisconsin. 1977—Doctor of Laws Degree, University of Charleston, Charleston, West Virginia. 1977—Doctor of Public Service, Alderson-Broaddus College, Philippi, West Virginia. 1977—Oustanding Young Women in America, West Virginia Nominee.

Biographical Sketch of Richard Brookhiser

Address: 145 E. 16 St., 14 C, New York, NY.
Born: February 23, 1955, Rochester, NY.
Married: Jeanne Safer.
Children: None.
Education: Yale University, BA, class of 1977.

Biographical Sketch of Karl Eller

Personal: 2225 East Georgia, Phoenix, Arizona, June 20, 1928—Chicago, Illinois. Married to Joan Rae Stevens Eller. Scott Stevens Eller—26; Elissa Elaine Eller—22.

Education: Tucson High School—1942-46, diploma; University of Arizona—1948-52, B.S./B.A. and Honorary Doctor of Laws.

Honors and awards: Honorary Doctor of Laws; 1977 Phoenix Man of the Year; 1976 N.C.C.J.'s Brotherhood Award; 1974 Outstanding Out-of-Home Media Executive; 1971 Gallagher Outstanding Advertising Executive; 1969 Gallagher Outstanding Outdoor Advertising Executive.

Biographical Sketch of Helen Marie Taylor

Address: 2325 Monument Avenue, Richmond, Virginia, 23220; and "Meadowfarm", Rt. 2, Box 36, Orange, Virginia, 22960.

Date and place of birth: November 17, 1923 in Waco, Texas.

Married to: Jaquelin E. Taylor.

Names and ages of children: George Taylor Munroe, November 25, 1947; Ralph William Taylor Munroe, November 4, 1951; Jaquelin Pendleton Taylor, February 22, 1966; Howell Lewis Townshend Dade Taylor, May 16, 1970.

Education: Waco High School, Waco, Texas, 1936-40 Graduate; Baylor University, Waco, Texas, 1940-42; American Academy of Dramatic Arts, Carnegie Hall, NYC 1948-49; Royal Academy of Dramatic Art, Gower St., London, Eng. 1950-52 Honours Graduate; University of London at Gower St., RADA, London, Eng. 1950-52 Special Studies for Teacher's Certificate in Theatre Arts: History from Greek to Modern, Plays and Players, Production, Set Design, Costume, Furniture, Architecture.

Honors and awards: Brandeis Award, played "Ophelia" in the Shakespearewrites production of "Hamlet," New York City, NY. 1957. Public Library "Best Directors Award" for "Love of Poetry Through the Ages," New York City, NY. 1961. Award of Merit for direction of "The Wonderful World of Nonsense" and "Evenings with Great Writers," Poetry and Drama Ensemble with the New York Pro-Musica, Prospect Park, New York 1960.

James Monroe Silver Medallion, "Most Valued Member" Award Presented on nomination of Laurence G. Hoes by the Board of Regents, James Monroe Law Office Museum and Memorial Library, 1978. Kentucky Colonel Award from Governor of Kentucky Recognizing the founding of Theatre Louisville, Louisville, KY, 1963. Special Recognition Award, American Security Council Foundation, 1978 for support of the Foundation which operates the Center for International Security Studies, Washington, D.C., and Boston, VA. Sterling silver cup presented to Mrs. Taylor in October, 1969 by the John Marshall Chapter of the Fraternal Order of Police in Richmond, Virginia in recognition of her service in support of the police. Eagle Forum Awards, 1973 and 1980 "for dedicated leadership for God, Home and America".

Senator GOLDWATER. I thought this morning we would ask the Senators who represent the various States from which these people come to introduce their individuals, and then we will proceed with each, one at a time.

First we will hear from Sharon Rockefeller of West Virginia. Is there anybody here to introduce her? I see two rising in the back.

I want to welcome both you Senators here. it is a rare privilege that we get two such distinguished leaders at one time. With such an attractive and competent constituent, I can understand your being up this early in the morning.

STATEMENT OF HON. JENNINGS RANDOLPH, U.S. SENATOR FROM WEST VIRGINIA

Senator RANDOLPH. Mr. Chairman, I am not attempting to advise you of procedure but, I think that Senator Byrd, the minority leader of the Senate, should make the opening statement.

Senator BYRD. Mr. Chairman, that is very kind of my colleague but I just will not do that. I am not going to go ahead of him. He is the senior Senator from West Virginia.

Senator RANDOLPH. Thank you very much.

Mr. Chairman and Senator Ford.

It is a privilege, Mr. Chairman and Senator Ford, to join with able colleagues, the leader, Robert C. Byrd, of the minority and Charles Percy—we almost consider him a third Senator from West Virginia—as we endorse Sharon Percy Rockefeller, the first lady of the State of West Virginia to members of the Committee on Commerce, Science, and Transportation. We were here in 1977 and we are delighted to be here now.

This is a hearing on her nomination to be a continuing member of the Board of Directors of the Corporation for Public Broadcasting. I have endorsed, and I strongly endorse at this time, Sharon's reappointment. I am gratified that President Reagan has selected her for continuing service in this important position.

In 1977, when she was initially named to the Board of the Corporation for Public Broadcasting, Senator Byrd and I presented Mrs. Rockefeller to this Committee.

Sharon has demonstrated her dedication, her intense interest, and her constructive concern for the vital work of the Corporation, during the 6-year period that she has been in this position of leadership.

The last 2 years of this time she has served as its chairman. It is timely to stress that there has never been a meeting of the Board in which she has not been present. She has not missed a committee or a task force session, except in July 1979 when her youngest child, Justin, was born. I turn aside for another assessment of her career. I was with a group of West Virginia women a few weeks ago and they were praising Sharon. One of the women said "You know, we like Sharon, we admire Sharon." I responded, "Give one reason, perhaps above all others, why you make this statement." The woman quickly replied, "She is the mother of four children."

I tell of this happening because her career in the home as well as in public service is of the quality admired by so many.

She has a genuine understanding, a deep sense of responsibility, for the processes of education, especially as that education relates to children and to youth. Her diligent study of program content has enabled her to make significant contributions to the CPB's efforts to bring quality programming and services to the American people.

It is appropriate to call attention to an editorial in U.S. News & World Report by Marvin Stone, the editor, who was graduated from Marshall University in Huntington, WV.

The editorial "TV: We Deserve Better" stresses the need for higher quality in commercial television and commends the advances made in public broadcasting. These, of course, are issues in which our nominee has perception, I ask unanimous consent that the editorial be printed at the conclusion of my remarks.

Maintaining the high quality and level of service now expected by citizens generally from our public broadcasting stations is a critical task facing the CPB. I am confident that Sharon is prepared to continue to meet that challenge.

Mr. Chairman, Sharon Rockefeller is a doer, a believer in progress for people—an activist in the right sense of the word and in a manner that inspires others to join in working for the public good. These qualities and abilities have been brought to bear on the development of the CPB's programs, thereby enriching the lives of all Americans. She is also a decisionmaker. Napoleon said: "Nothing is more difficult, and therefore more precious, than to be able to decide." Sharon understands the precious value of being "able to decide."

West Virginians feel fortunate to have Sharon serve on the Board of the CPB which, through public television and radio, reaches 100 million American children and adults. She is a person who helps people. I have seen this demonstrated over and over in our State through her pursuits in education and cultural activities, in promoting arts and crafts organizations, and as a loving mother and a good wife and constructive partner of a capable and dedicated Governor.

Sharon Rockefeller gives unselfishly of her time, energy, and talent in public service activities in the highest tradition—activities which include her efforts as a director of the Corporation for Public Broadcasting.

I thank you, Mr. Chairman and Senator Ford. I am delighted to be with my colleague, Senator Byrd, and the nominee, on this decision.

[The article referred to follows:]

[From the U.S. News & World Report, Feb. 7, 1983]

TV: We Deserve Better

(By Marvin Stone)

It is painful to watch the self-inflicted wounds of network television. After a rocket-like flight in profits over the last decade, to heights above 650 million dollars in 1981, the Big Three are looking back on a year when it was much harder to show net gains. From here out, they face rising costs of production, a shrinking share of the nation's viewers and the prospect of pouring out further millions to seek a foothold in cable, pay-TV and moviemaking.

In such a setting, a certain amount of panic is understandable, but still it seems that those are dollars enough to support some imagination and courage in programing. What a large segment of the public will remember, for example, is that the Big Three networks turned their backs on the Royal Shakespeare Company's four-part "Nicholas Nickleby" and, in some cases, for reasons of their own, pressed their affiliates to do the same.

Remembered, too, will be that it was left to the Public Broadcasting Service to run the tape of the Vienna State Opera's bouncy "Fledermaus" and introduce to American television Bayreuth's spirited and innovative version of the Wagner "Ring."

These are intellectual (read snobbish) exercises, in the established view of the marketplace, and PBS is "elitist."

Leaving aside for the moment the question of whether these treasures are, indeed, purely intellectual, a viewer has a right to inquire: If the nonintellectual is all that is to be courted by commercial television, where are the new romantic series and situation comedies to take the place of those that are wearing thin? What fresh inventions are there to engage viewers who have grown weary of "Love Boat" and "Fantasy Island" and Archie Bunker and Alice? And, the prime question, where can we turn the dial when we finally tune out the reruns of the reruns of "M*A*S*H"?

We all know and understand that the networks are prisoners of the popularity ratings. But questions about the intellectual will not die. "Nickleby" eventually appeared on a collection of stations put together by Mobil Corporation, which was trying to embellish its corporate image. "Nickleby" was pronounced a triumph. Aside from whatever value it might have as a Dickens masterpiece, it displayed acting more sincere and human qualities more genuine than your usual sitcom trash.

Reaction to "Nickleby" might indicate that commercial television is underestimating the brainpower of Americans and their capacity for enjoying TV's you-are-there presentations of works forbiddingly known as "classics." And they also may be overlooking a potential gain, at least in good will.

Network television now stands, in a sense, at the stage reached 10 years or so ago by the book industry. Traditionally, the big houses had included on their lists each year some titles useful just for their excellence and the reputation of the company. When production costs went out of sight, the business departments asserted their power: Nothing was to issue unless it promised big profits.

Well, publishing is a business. It is the paperback romances that rake in the green. But book publishing has lost luster. Moreover, if there is no high standard to emulate, where can the quality of the product and the level of public taste go but down?

Fortunately for television and its watchers, TV does have a yardstick: PBS. There is more to come in the season of public television—six further episodes of the Bayreuth "Ring," with its exciting young cast and direction; continued deep-investigative reporting; perhaps an hour-long news program, and other innovations.

On its tiny federal appropriation, together with private grants, the public network is gaining followers who sense that PBS is where it's happening. If only some of its quality could run off on the people who mastermind commercial-television programing!

Senator GOLDWATER. Thank you very much, Senator.

STATEMENT OF HON. ROBERT C. BYRD, U.S. SENATOR FROM WEST VIRGINIA

Senator BYRD. Mr. Chairman, I express my gratitude to you and the members of the committee for allowing the two Senators from West Virginia to share in this moment of pride. I also thank my senior colleague for his courtesy in suggesting that I speak first.

It may have been Emerson who said, "Man is a great thing upon the earth and throughout eternity, but every jot of the greatness of man is unfolded out of woman."

We, in West Virginia are exceedingly fortunate and proud that we have as our first lady a woman who is a very accomplished person in her own right.

I, of course, am glad to join my colleague, Senator Randolph, in endorsing without hesitation or reservation the nomination of Sharon Percy Rockefeller for another term on the Board of Directors of the Corporation for Public Broadcasting.

Only a few years ago, as my senior colleague has already stated, we appeared together to speak on behalf of Mrs. Rockefeller's first term on the Board of Directors, and at that time I predicted that Sharon Rockefeller would make solid and constructive, and progressive, and useful, and sensible contributions to the Board's work. She has fulfilled those predictions.

On the Board of Directors of the Corporation for Public Broadcasting, Mrs. Rockefeller has served as chairman of the Education Committee; chairman of the Legislation and Planning Committee; vice chairman of the Board, and chairman of the Board.

She has brought to the Board an enviable administrative, cultural, and civic background. She has shared the wisdom and the perspective of an educator, a wife, a mother, and a citizen.

Since assuming membership on the Board, Sharon Rockefeller has helped American public broadcasting to achieve some of the most excellent moments and milestones in its history.

But Sharon Rockefeller's efforts for public broadcasting are not surprising, especially to those of us who know her. She is a member of one of America's most distinguished families. She is married to a distinguished husband, the Governor of the State of West Virginia.

But, as I said in the beginning, she is in her own right one of the most distinguished and accomplished women in our country. She is a cum laude graduate of Stanford University. She has been given honorary degrees from a number of other academic institutions, and she is currently or has been a board member of several national oranizations.

She has shared her talents and her abilities with countless West Virginians, and she is one of the most popular and one of the most loved first ladies in the history of our State.

Sharon Rockefeller has served faithfully, devotedly, and expertly on the Board of Directors of the Corporation for Public Broadcasting. And for the future good of American public broadcasting and our country's cultural growth, I recommend that she be speedily and unanimously approved for another term on the Board.

I thank you, Mr. Chairman, thank you, members of the committee. And I thank you, Sharon, for this privilege which is mine, a privilege of which I am very proud—to be here with you today in the interest of your nomination and in the interest of public broadcasting.

Mrs. ROCKEFELLER. Thank you, Senator Byrd.

Senator GOLDWATER. I thank both of you gentlemen for being here.

I am going to ask Sharon if she would return to her seat, and after we have introduced the others we will have you all up.

I might say—and I think I can safely say—that I have known Sharon longer than anybody in this room except her father.

Mrs. ROCKEFELLER. That is right.

Senator RANDOLPH. Thank you again, Mr. Chairman. Thank you for your courtesy.

Senator GOLDWATER.The next candidate we have is Karl Eller. Karl, would you come up, please?

Mr. Eller happens to come from Arizona, a place that I am somewhat acquainted with. So, it is my privilege to make a few remarks about him.

Members of the committee, today it is my distinct pleasure to introduce to you Mr. Karl Eller. Mr. Eller has been nominated by President Reagan to serve as a Director on the Board of the Corporation for Public Broadcasting.

Having known Karl for more years than we both like to remember, nevertheless, I cannot think of anyone who is more qualified to sit on this Board. Since having started in the media business some 30 years ago, Karl has developed and expanded into almost every phase of the media, from billboards to television.

I do not know how you got in the ice cream business along the way, but I guess that is an easy one.

Mr. ELLER. Neither do I, Senator.

Senator GOLDWATER. Be that as it may, Karl's experience in these fields has given him a depth of knowledge about the managerial aspects that will prove invaluable.

With so much stress being put on the content of programs supported by CPB, Karl's knowledge and talents will go a long way in setting the stage for a strong and healthy financial basis for this operation.

I cannot urge my colleague strong enough to confirm Mr. Eller for this position so that we can get on with the building of a better CPB.

Karl, I know that other members of the delegation wanted to be here, but Friday is a very, very busy day in the Senate if we do not have a session—everybody has gone home.

But thank you. Would you sit down in the rear and we will get you back up.

I do not believe anybody is here to introduce Mr. Brookhiser, is that correct?

Mr. BROOKHISER. Senator, the junior Senator from my State is in Italy, so he cannot be here.

Senator GOLDWATER.Well, we will get to you, then. You do not have to talk about yourself.

That is how we operate.

We will have Senator John Warner of the State of Virginia. I think you have a candidate, Mrs. Helen Marie Taylor.

And we also have a statement from Senator Paul Trible that I will have put in the record.

STATEMENT OF HON. JOHN WARNER, U.S. SENATOR FROM VIRGINIA

Senator WARNER. Thank you, Mr. Chairman, Senator Ford, it is a pleasure to be back again before this committee, having been a member of it for 2 very pleasant years.

It gives me a great deal of pleasure to appear to introduce Mrs. Helen Marie Taylor. As we know, President Reagan has nominated Mrs. Taylor to become a member of the Board of Directors of the

Corporation for Public Broadcasting. I wholeheartedly endorse her nomination.

My colleague from Virginia, Senator Trible, is unable to be here this morning. Likewise, Congressman Tom Bliley of the Third District and Congressman J. Kenneth Robinson of the Seventh would, however, respectfully ask the Chair that their statements—which I have with me this morning—be included in the record.

Senator GOLDWATER. It will be done.

Senator WARNER. Mrs. Taylor graduated with honors from the Royal Academy of Dramatic Art in London, England in 1952 and received her teacher's training, with special studies in architecture and design from the University of London.

She has taught and lectured on Shakespeare, the Greek classics, and the history of the theater in the United States at the American Academy of Dramatic Arts, Princeton University and a number of other colleges and universities.

She has served our Armed Forces in Europe with the Special Services, carrying out entertainment programs for soldiers and civilians.

Mrs. Taylor has become active in Republican politics in Virginia, has been a professional consultant to a number of cities in connection with the establishment of theaters and art centers, and has served on the American Institute of Architects national judges panel, representing the American performing artist, to evaluate current design in theater, art, and civic center buildings throughout the United States.

As you can see, Mr. Chairman, Mrs. Taylor will bring a special perspective to the Corporation and should serve the United States well.

She has a more complete biography which was submitted to the committee. I have gone over it and indeed, it is an impressive accumulation of a lifetime of professional activities, and we welcome you.

Thank you, Mr. Chairman.

Senator GOLDWATER. Thank you very much, Senator.

You may remain seated, Mrs. Taylor. I will ask Sharon Rockefeller, Karl Eller, and Richard Brookhiser to come up and sit with Mrs. Taylor, and we will direct a few questions at you.

We welcome Senator Percy to this committee. In fact, I cannot think of a committee he could more ably serve on than Commerce, particularly in this field. I think the first commercial job of photography I ever did over 40 years ago was to make two 16-mm films for you, Bell & Howell, on how Indians make blankets and jugs. I never got rich but I had fun.

For the panel—and you can answer these, if you care to, in any order—the Corporation for Public Broadcasting has traditionally been thought to act as a heat shield, protecting a broadcaster from extraneous interference and control.

How do you see this working and, specifically, what role should the Corporation play in developing an appropriate relationship between itself and the local radio and television stations?

Sharon, do you want to lead off with that? You have had a little more experience.

STATEMENT OF SHARON PERCY ROCKEFELLER

Mrs. ROCKEFELLER. All right. Thank you, Senator.

CPB has a very important mandate which is expressed in our law, to afford maximum protection to public broadcasting from extraneous interference and control.

CPB is supposed to be the heat shield, what I call the buffer zone between the source of funds—which in this case is the Federal Government—and the content of the programming. Insulation is a primary function of the Corporation.

Partisanship plays absolutely no role in the policy deliberations of our Board. Each Director exercises his or her own independent judgment at all times.

As public trustees, CPB Directors have two major responsibilities. The first is the financial stewardship and the second is the representational services to the American people and then, ultimately, our accountability to the Congress, besides insulation, as our primary functions.

[The statement follows:]

STATEMENT OF SHARON P. ROCKEFELLER

Mr. Chairman and members of the committee, I am honored to have been nominated by the President to be a Director of the Corporation for Public Broadcasting.

When I first met with this committee in 1977, I said my interest would be in children's programming and public affairs programming.

At that time I said: "The promise and potential of public broadcasting for the good of the Nation is immeasurable."

Now, 6 years later, I reaffirm this point.

I am grateful to have been given the opportunity to serve the American people and public broadcasting. This has been an exciting and challenging stewardship for me.

Public broadcasting is not only surviving; it is thriving. Despite the current financial restraints it is a healthy and vital entity. More than 100 million viewers watch public television. In fact, the audiences have doubled in the last 5 years. More than 9 million listen to public radio.

Television is, in and of itself, a social institution. In the May tenth edition of U.S. News and World Report, only the White House and big business exceed television in influencing American lives. Television is ranked higher than the family, the Supreme Court, the U.S. Senate, newspapers and organized religion in having a direct effect on each of us. Senate Majority Leader Howard Baker described TV as "the single most important factor in American politics today."

The television is turned on 6 hours and 45 minutes a day in the average American home. A typical child spends 26 hours a week watching television, more time than he spends in school. It is vital that public TV deliver intelligent, diverse, thought-provoking and high-quality programs.

Head Start serves 300,000 children a year. But public TV's "Sesame Street," "The Electric Company", "Mr. Rogers' Neighborhood" and "3-2-1 Contact", reach 10 million homes each week. Three-quarters of all households with children under the age of six watch and learn from public TV regularly.

Public television serves 20 million school children and one million college and adult learners on a regular basis. Thirty percent of all program hours are instructional programs for children.

Public broadcasting is committed to the ideal of excellence. Not to the idea of acceptability. Public broadcasting provides alternative programming that our society wants and needs. The marketplace will not provide these programs, because of insufficient profit. And public broadcasting offers programs by, for and about women, ethnic minorities and independent producers. Just as there has been historical public support for our schools, universities, museums and libraries, because they well serve the national public interest, so should there be adequate financial support for public broadcasting.

There is a prevailing myth that public broadcasting's audience is "upscale"—more educated and more affluent than the general public. This is no longer true. Our demographics almost precisely reflect the national demographics. Our audience re-

flects the diversity of America itself in its educational status, income levels, occupations, racial composition and geographic distribution.

Week after week, millions of Americans choose to watch and to listen because public broadcasting's programs add something of quality and value to their minds and spirits. The programs are innovative and provocative. They presume taste, discretion and intelligence. Public broadcasting has established a standard of excellence for American radio and television.

I strongly advocate the mission and cause of public broadcasting. And I welcome the opportunity to continue to serve this worthy institution. Thank you. I will be happy to answer questions.

Senator GOLDWATER. Thank you. Would anybody else like to comment on that?

I think that Sharon has expressed this exactly the way we look at it as a committee, and the way the law intended.

It would particularly like to lay stress on the fact that in my opinion some stations in public broadcasting have been used for political purposes and the onus is mostly on the White House for using the facilities of public broadcasting to try to impress the American people with the high level of intellect occupying the White House.

I am glad to see that that has been toned down and stopped. I hope that across this country it does not bubble up.

Public broadcasting activities include both radio and television. How would you view your responsibilities as a member of the Board of the Corporation for Public Broadcasting to both of these services?

STATEMENT OF RICHARD BROOKHISER

Mr. BROOKHISER. Well, from what I understand, Senator, this is one of these ongoing feuds like Greeks and Turks, or Yankees and Redsox. Radio always says they are getting the short end of the stick. On the other hand, television just costs more.

So our responsibility, I think, is to see that the funds are equitably apportioned. It is as simple as that.

Senator GOLDWATER. You believe, then, that we have to treat both sides equally.

Mr. BROOKHISER. You have to be fair to both sides and take into consideration their needs and the costs they have to incur.

Senator GOLDWATER. Surprisingly, with all of the importance attached to television, there are far more radio listeners than there are television viewers. Having looked at television once in a while I think there is a good reason.

But I would hope that in the operation of public broadcasting you would give equal consideration to both radio and television. We have a tremendous radio audience—mostly, I imagine because if people drive cars they have nothing else to do but listen. The quality of radio is pretty good.

Did you want to say something, Sharon.

Mrs. ROCKEFELLER. I would like to let the others go ahead.

Senator GOLDWATER. Karl, did you have something?

STATEMENT OF KARL ELLER

Mr. ELLER. I agree with you Senator. I think both radio and television have their place in the sphere of communicating to the

public. I think that radio has lasted through the whole fragmentation of the media world, through television coming on.

I think radio should get as much attention from the Public Broadcasting Board as television because I think it provides a lot of aspects to a lot of people who never watch television or may not have a television set in their house.

Senator GOLDWATER. Mrs. Taylor, do you have any comments to make?

Mrs. TAYLOR. I think not.

Mrs. ROCKEFELLER. Senator Goldwater, excuse me.

Senator GOLDWATER. Yes.

Mrs. ROCKEFELLER. Would you mind if I just made one correction of the record?

Senator GOLDWATER. Sure.

Mrs. ROCKEFELLER. That is, I believe the viewership of public television now is 100 million people a week, and public radio's listenership is 9 million. Now, obviously the reason is that there are so many more radio stations.

Senator GOLDWATER. That is true.

Mrs. ROCKEFELLER. They are equally enjoyed, equally treasured. More people do watch public television than have a chance to listen to public radio.

Senator GOLDWATER. Well, in my hometown we have 22 radio stations and 4 television stations.

Public broadcasting has had to shoulder its share of budget cuts, and I might say that that has not received the unanimous support of this committee. We would like to see the money restored and we are working to see if we cannot accomplish that.

But how can the Corporation for Public Broadcasting increase its funding sources in the years ahead?

STATEMENT OF HELEN MARIE TAYLOR

Mrs. TAYLOR. Well, Senator, though funding reductions are often painful, and I sincerely share your concern for CPB's budget cuts, I would have to agree, also, that there is no issue facing the American people that is more desperately important than balancing the Federal budget and keeping it in line. If the moneys are not restored, or until the funds are restored, we will simply need to become more ingenious about CPB funding, but Americans have always been good at that and I am optimistic that we can find the necessary funds to fully sustain the CPB.

I know that a number of studies and suggestions have been made for increasing private sector funding for the Corporation for Public Broadcasting and its work. I have heard it suggested that the CPB should have increased advertising. I would myself be reluctant to endorse the advertising of products per se as is done on network television. But I do believe that there is a great deal of scope to encourage more of the type of "credits" that are now given for contributor sponsors of air time and contributor sponsors for the producing of programs. I think that can and should be encouraged.

I would also like to see more of the type of annual local station fundraising marathons and/or auctions that have been done on the local level with considerable success. This enlists the support of

many citizens and offers an opportunity to call attention to local programming accomplishments and station needs.

I was thinking about this a few nights ago and wondering if we might not have this expanded upon, as I have heard suggested by some members of the CPB Board, and have an annual national fund-raising gala. I would additionally suggest that we enlist the active participation of many of the well-known hosts of the CPB programs. Hopefully, most of the various well-known hosts of continuing programs might compete in encouraging the public to send in contributions on such a gala as a kind of statement of partisan support for those particular programs which they host. Perhaps we could persuade President Reagan to kick this off for CPB.

I can imagine a lot of fun in listening to a Louis Rukeyser, emceeing and garnering moneys for CPB in soliciting support for his "Wall Street Week" program, or Alistair Cooke for "Masterpiece Theatre," or Bill Buckley for "Firing Line," Tony Brown for his "Journal" and others for independent programs such as Jacques Cousteau. Lewis Freedman might serve to remind the audience of his popular "free to choose" series and the need to raise funds for more of these independent creative ventures. I think this might be not only helpful in funding CPB but it might also be a good way to let the public express their enthusiasm for certain favorite programs.

Many innovative ideas are under discussion and are being tried already, of course, and there are many of these that I am not familiar with, I'm sure, but I would stronly favor whatever can be done to seek added private citizen and business funding that does not significantly alter the ambience we currently associate with CPB programming. Certainly additional funding must be achieved if we are to sustain present CPB goals and priorities.

[The statement follows:]

STATEMENT OF HELEN MARIE TAYLOR

Mr. Chairman, Members of the Committee, good morning. My name is Mrs. Helen Marie Taylor. I want to thank you for this opportunity to appear here today as a nominee to the Board of Directors of the Corporation for Public Broadcasting. Being aware that you have rigorous schedules and heavy demands on your time, I shall endeavor to present information about myself and my thoughts on the nature, quality and direction of the C.P.B. as briefly as possible.

Let me say at the outset that I am greatly honored to have been nominated by President Reagan and grateful for having been recommended for this post by many fine and generous people, a few of whom are with me, and for many others who have submitted letters on my behalf.

Senator Warner, may I thank you, most particularly, for your kind introduction and for your escorting me here today.

I am deeply committed to the principles, purposes and potential for public television and radio, and sincerely believe that the Corporation for Public Broadcasting has an important and continuing role to play in the cultural development of our country.

All people who have a veneration for America, its great beauty and resources, its free system of representative government under our Constitution, who value a free market economy and individual liberty, who cherish our vigorous on-going debates in ever-changing times, can only be thankful for the public's broadcasting system. One must surely wish that all aspects of our remarkable heritage and our challenging times will be ever more fully and fairly recorded so that we, our children, and our children's children, may become increasingly aware of our great good fortune to live in such a splendid land. It is indeed "the" medium in which we may best present and record all that is good, bad, beautiful, and vital in our people, our culture, our national history.

The Corporation for Public Broadcasting's three most significant contributions to date, in my judgement, have been:

(1) Its crucial participation in encouraging and funding the expansion of the technology that has made it possible for most parts of our country to receive its programming;

(2) The opportunity it presents for cultural, educational and artistic diversity of exceptional quality and range; and

(3) The continuing advantage it presents for the representation and coverage of particular principles, points of view, talent and ingenuity that are not necessarily accommodated by commercial broadcast outlets.

The C.P.B. makes available to the American public, through its Program Funding, a rich assortment of programs which, sometimes because of that very unique quality, or because of their modest commercial value, or controversial nature, would not otherwise be seen. It serves as a vital counterweight to mediocrity and uniformity of thought. And, as a neighbor of mine in Orange County, Virginia recently observed, "P.B.S. is the last bastion of hope for those of us who see the possibilities for television to educate, inform and entertain."

More than twenty years ago, Newton Minow described television as a cultural wasteland. Thanks to the pioneering achievements of the C.P.B., I believe that measurable improvements have been made in both the quality and intellectual integrity of television, and that Mr. Minow might now be pleasantly surprised at the progress that has been made.

Standing in agreement with many distinguished Americans who have served on the Board of the C.P.B., I also subscribe to the view that education, public affairs and children's programming should continue to enjoy a prominent role in public broadcasting.

Through fair, objective and courageous reporting of local and world events, we become more knowledgeable and informed, as a people, about political, social and economic affairs that shape our daily lives. In this regard, I am reminded of Justice Oliver Wendell Holmes' admonition that in the market place of ideas, little is gained unless debate is free, robust and open. The Corporation for Public Broadcasting makes this possible. No less significant, I might add, is the great potential for broader and deeper education among our youth through children's programming. A rising generation that is both enlightened and literate is the hope of the future.

In my capacity, if appointed, as a member of the Board of Directors of the Corporation for Public Broadcasting, I would hope that my educational background and lifelong commitment to the arts will serve the needs and interests of the American public.

I was born in Waco, Texas where I spent my childhood and was graduated from the local high school. I am the daughter and grandaughter of lawyers and politicians. I attended Baylor University in Waco and the American Academy of Dramatic Arts in New York City before being graduated with honours from the Royal Academy of Dramatic Art in England. I received my teacher's training, with special studies in Architecture and Design, from the University of London. I have served as an Associate Member of the Board of Governors of the Royal Academy of Dramatic Arts for over twenty years and was, for many years, a member and Chairman of the RADA's American Auditions Board.

I was a founder of the Theatre Louisville in Kentucky, the Shakespeare Theatre of Stratford, Connecticut, the John Fernald Company of the Meadowbrook Theatre in Detroit, Michigan, and a leading actress and promotions director for the Association of Producing Artists Repertory Theatre Company.

I have been a producer, director, actress, teacher and lecturer in all media—the theatre, films, television, schools and universities, and private and civic associations.

I have also served as an architectural critic and consultant in the building of Arts Centers throughout the country. I served as a member of the Board of the United States Institute for Theatre Technology, and as the Institute's Communications and Public Relations Chairman. I was a founder of the USITT's Journal and helped establish professional guidelines for architecture and theatre consultants. I was honored to serve on the Judges Panel of the American Institute of Architects' Building Evaluation Committee and to be a featured speaker at the National A.I.A.'s annual meetings on several occasions. For much of my adult life I have also been involved, both professionally and as a private citizen, in a broad spectrum of activities involved with civic affairs, historic preservation and museum development. I currently serve as President of the James Monroe Memorial Foundation and as a Regent for the James Monroe Law Office Museum and Memorial Library.

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For the past twenty years I have made my home in Richmond and Orange, Virginia with my husband, Jaquelin E. Taylor, who is a working farmer and private investor.

I am the mother of four sons. George Taylor Munroe, Ralph Taylor Munroe, Jaquelin Pendleton Taylor and Howell Lewis Townshend Dade Taylor who range in age from 36 to 12 years. I was previously married, for twenty years, to George B. Munroe, presently Chairman of the Board of Phelps Dodge Copper Corporation of New York City.

Mr. Chairman, this brief rendition of my background and my support for public broadcasting concludes my statement. My demcnstrated interest in public affairs, as well as the details of my extended involvement in theatre and the arts may be discerned from a reading of the biographical materials on my life and career that are now before you. Should you or other members of the Committee have any questions about these materials, I shall do my best to answer them as fully as I can. I feel that I am qualified to serve on the Board of Directors of the Corporation for Public Broadcasting and shall work diligently to merit your trust if I am appointed.

It has been both a pleasure and an honor to appear before this Committee and I look forward to working with you and all those who are associated, both directly and indirectly, with the Corporation for Public Broadcasting.

Thank you.

QUESTIONS OF SENATOR HOLLINGS AND ANSWERS OF MRS. TAYLOR

Question. What do you think of the programming on Public Broadcasting?

Answer. Thanks to the pioneering achievements of the Corporation for Public Broadcasting, I believe that measurable improvements have been made in both the quality and intellectual integrity of its programming since 1968.

The Corporation for Public Broadcasting's three most significant contributions to date, in my judgment, have been:

(1) Its crucial participation in encouraging and funding the expansion of the technology that has made it possible for most parts of our country to receive its programming;

(2) The opportunity its programming presents for cultural, educational and artistic diversity of exceptional quality and range; and

(3) The continuing advantage its programming presents for the representation and coverage of particular principles, points of view, talent and ingenuity that are not necessarily accommodated by commercial broadcast outlets.

Question. As a director of the Board of the Corporation for Public Broadcasting, what do you think your role should be in deciding what types of programs should be put on Public Broadcasting?

Answer. My role as a Director on the Board of the Corporation for Public Broadcasting will be, in accordance with present policy, one of stewardship and participation in an overview capacity, for the establishment and/or review of policies, priorities, and procedures regarding programming.

Standing in agreement with those priorities currently established by the C.P.B. Board, I subscribe to the view that education, public affairs and childrens programming should continue to enjoy a prominent role in public broadcasting and I will strongly support these goals.

Senator GOLDWATER. Well, you pretty well answered the next question I had, relating to advertising on public broadcasting. Do you find any big support for this, Sharon?

Mrs. ROCKEFELLER. Well, it depends on who you talk to, Senator Goldwater. It is a healthy issue within public broadcasting. I can give you my own personal views if you would like them.

Senator GOLDWATER. That is what you are here for.

Mrs. ROCKEFELLER. Well, my position is that the Congress did mandate an advertising experiment which is now being undertaken by 10 television stations, and we do not want to prejudge the results of that experiment.

Nevertheless, my personal opinion is that advertising could, and inescapably would, alter the nature and the character of public service, educational, alternative programming, which is what we

are all about. Advertising can—because it does in the rest of the marketplace—determine the content as well as the quality of programs.

Children's programming and public affairs programming would already be in the commercial marketplace if they were commercially viable. They are not there now because they are not and will not be commercially viable.

I have talked about the principle of advertising. I obviously oppose advertising on public broadcasting. If you come down to the issue of money, which you have to quickly get to—there would be additional costs imposed on the public broadcasting system, including the possible tripling of our copyright or music royalty fees which are only $15 million for the next 5 years, which is exactly what we paid over the last 5 years. We spent a year doing that, making sure they did not increase.

The labor union and talent costs would increase. Our tax statuses could be jeopardized. Postal rates would be different.

Beyond the principle you really have to ask yourself, would these costs be justified by the additional revenues gained by advertising? Obviously, my answer would be, no.

Senator GOLDWATER. I am glad to hear you say that.

Mrs. ROCKEFELLER. Thank you, Senator.

Senator GOLDWATER. The chair is not supposed to be in a prejudicial position on these things, but having to watch network television and having been an advertiser myself in my life, it is probably the worst advertising this country has ever watched. I think it has a definite effect upon the quality of the programs.

I hope you will stand by your guns.

Mrs. ROCKEFELLER. I have heard you say that before. I hope you say it again.

Senator GOLDWATER. I will.

I think, Sharon, you probably will have to answer this, you have had the experience.

When Congress passed the most recent authorizing legislation for the Corporation for Public Broadcasting it included a provision directing the Board to allocate dollars in accordance with the percentages provided.

What effect has that provision had on the discretionary authority of the Board to meet its shifting needs?

Mrs. ROCKEFELLER. Another favorite question of mine, Senator Goldwater.

In 1981, the allocation scheme was established to restrict unnecessary antagonism within the public broadcasting system. I assure you that we have now solved this problem.

The intention was constructive, but the results may well be negative. The allocation scheme will cause us some problems. For example, I believe that budget decisions, which are very important decisions that we make, should be made according to an objective assessment of needs and opportunities.

They should not be made by quotas or by percentages, as they are in the allocation scheme. The allocation scheme is highly restrictive. There is absolutely no discretion or flexibility during these years of very, very tight finances.

Further, the insulation of public broadcasting—which we talked about earlier—is threatened when the Federal Government, or any other outside entity for that matter, dictates the budget of this private, independent corporation.

Public broadcasting has learned its lessons. There has been a remarkable degree of unity of purpose, particularly between the national organizations. Since September of 1981, we effectively declared peace, truce, cease and desist, and we have all benefited from it.

We have learned our lessons. We have understood the message from the Congress, and I respectfully request at this time that the allocation scheme be lifted.

Thank you.

Senator GOLDWATER. Thank you.

Well, I have no further questions. Having three of the four nominees without experience, I know it is rather unfair to call on one person for all the answers.

I would like to ask the father of that one person, Senator Percy, if you have any words of admonition, suggestion, or remonstration.

STATEMENT OF HON. CHARLES H. PERCY, U.S. SENATOR FROM ILLINOIS

Senator PERCY. First I would like to thank you very much, Mr. Chairman, for your invitation to join you here this morning. You have known of my long, deep interest in this field.

I would first like to say something on behalf of one of the nominees—not my daughter—but Karl Eller who has business knowledge and experience of long standing, I am familiar with his 30 years of experience in the advertising, radio, and television fields, owning and managing stations. His keen observations have impacted on educational and public broadcasting in this country. I think his experience is typical of the contribution that can be made by Board members. This is why having a separate, independent Board is so important.

I would like all the Board members to know that, in my judgment, there is no appropriation that is more enthusiastically supported by both the House and the Senate than the one for CPB. Any you have on this committee some of the strongest supporters and friends of public broadcasting: Senator Goldwater, and Senator Packwood, and on Appropriations, Senator Hatfield. It is absolutely magnificent.

I have been interested in public broadcasting for a long time. It did not happen because of Sharon. She has given me an added perspective, and I have learned a great deal because of her absolute devotion to it.

But, as you know, Senator Goldwater, in the 1950's I served with the Ford Foundation when we decided that Ford should become to educational broadcasting what other foundations were to public libraries and other education facilities. We poured money in. We got the first charter. The networks cooperated with us totally.

The Ford Foundation funded many of the original educational television stations across the country to get them started and we got the universities and communities involved.

Since then, the public has taken over with Congress' creation of the CPB. As Sharon ha said, 80 percent of the money for public broadcasting comes from nongovernmental sources. There has been an outpouring of support for a concept that this country uniquely has developed, and I am so enthusiastic about it.

I would like to say also—because I have been acquainted with the management of public broadcasting—its team is superb and the devotion of the directors is unparalleeld. But the spouses and families behind the directors are terribly important as well.

Senator Dole said, "I only have one wife to give to my country." Governor Rockefeller, sitting in the back row—the only time I have ever seen him sit in a back row—has only one wife to give to his country.

Without his support Sharon could not have achieved a record, as Senator Randolph cited of absolutely unblemished attendance except for the time when one of her children was being born. Ever since she ha been a member, her devotion to the Board has been exceptional.

If confirmed by the Senate, our new nominees will be joining a dedicated group, and one which receives a high degree of support from the American public around the country, including in Arizona.

I thank you for the privilege of being with you today. Also, I want to express for the record the deep gratitude I feel toward Walter Annenberg for the gift of $150 million made to public broadcasting by the Annenberg School of Communications to develop college course material for public television. We must have that yardstick of quality available. He, as one of the most astute communicators in America, outside of President Reagan, knows that that yardstick has to be there.

When we were spending Bell & Howell advertising money back in the 1950's and in the 1960's, Pete Peterson and I decided to sponsor some of the earliest night-time broadcasting. We were among the first of any American corporations to do so, and chose educational programming. We started with "'CBS" Reports," and then ABC's "Close-Up." So, I have put my money where my mouth is, and my enthusiasm for this is tremendous.

I think the responsibility of the directors at CPB is very great indeed, to be creative, imaginative, and to lead us into the future.

While budgets are being cut, we cannot afford to cut the quality of public broadcasting. It would be absolutely tragic to do so when you consider that is really the only thing of educational value on the air for so many hours of the day when our children and our grandchildren—our smallest grandchild is in the audience, 8 months old today—are watching intently.

I thank you very much indeed.

Senator GOLDWATER. Thank you, Senator Percy.

Senator Hollings, the ranking Democrat, has asked me to submit questions in writing. You will be receiving these shortly.

Do any of you have any comments?

Mrs. ROCKEFELLER. I would only like to say, I had nothing to do with the writing of my father's remarks.

But I appreciate them nevertheless.

Senator GOLDWATER. I can recognize his own words.

That will conclude the open hearing of the Commerce Committee this morning on the appointment of these people. You are excused, and I thank you for being here.

[Whereupon, at 9:45 a.m. the committee adjourned.]

[The following information was subsequently received for the record:]

STATEMENT OF HON. ALFONSE M. D'AMATO, U.S. SENATOR FROM NEW YORK

Mr. Chairman, I am pleased to introduce to the Committee Mr. Richard Brookhiser, nominated by President Reagan to serve on the Board of the Corporation for Public Broadcasting.

Mr. Brookhiser follows in the great tradition of literary prowess for which New York is lauded. His prolific literary career thus far has reflected the powerful perceptive qualities of both author and human being. Additionally, Mr. Brookhiser's writings have demonstrated a depth of understanding of our socio-political processes so vital for one to be entrusted with a role of such critical importance to the public interest.

It is for these reasons, Mr. Chairman, that I give my highest recommendation to the Committee in support of Mr. Brookhiser's nomination, with the certain expectation that he will bring to the Board the same enthusiasm, integrity and standard of excellence that has characterized his distinguished career.

STATEMENT OF HON. PAUL TRIBLE, U.S. SENATOR FROM VIRGINIA

Mr. Chairman, I regret that I cannot be in Washington today to present Mrs. Helen Marie Taylor of Virginia, nominee for the Corporation for Public Broadcasting, to this committee.

As you have seen from Mrs. Taylor's biographical sketch, she has been active in an outstanding array of cultural, civic, and political groups.

Mrs. Taylor is a renowned actress, producer, director, and teacher of theater. She has also assisted in the establishment of theaters and art centers throughout the country. In fact, she has founded ten such activities in five different States.

Mrs. Taylor has taken a leading role in preserving the social and cultural heritage of Richmond, Virginia's State Capital. She has been an advisor to the Richmond City Council for preservation matters, and she has served the city and commonwealth ably through her work for the historic Richmond Foundation, the Virginia Museum of Fine Arts, and the Virginia Center for Performing Arts, which she founded.

Mrs. Taylor has also been active in the Republican Party on the local, State, and national levels. Finally, she has found the time to raise four sons, a full time job in itself.

Mr. Chairman, the President could have looked in all fifty States and not found a more dedicated or qualified person to serve on the Board of Directors of the Corporation for Public Broadcasting. I am pleased and proud that Mrs. Taylor is a Virginian, and I urge that her nomination be approved by this committee.

STATEMENT OF HON. J. KENNETH ROBINSON, U.S. REPRESENTATIVE FROM VIRGINIA

It is a pleasure for me to submit to this distinguished Subcommittee a short statement in support of favorable consideration of the nomination of Mrs. Helen Marie Taylor as a member of the Board of Directors of the Corporation for Public Broadcasting. The Subcommittee will conclude, I am confident, that the President has made an outstanding selection.

It has been my privilege to be acquainted with the nominee over a period of years through her civic and cultural activities and her residence in Orange County, Virginia, which is part of the congressional district I am privileged to represent. As to residence, Orange County has to acknowledge that it must share its claim with the City of Richmond, where Mrs. Taylor and her husband also maintain a home, and where she has a distinguished record of community service, particularly in the fields of the arts, historic preservation and education.

On the bases of education, professional experience and volunteer service, it would be most difficult to find anyone with a more impressive balance of qualifications for a position concerned with oversight of the program policies and fund allocations of the Corporation for Public Broadcasting.

In the performing arts, the nominee has had varied experience at the professional level as an actress, director, producer and teacher. She has been a founding member of numerous organizations dedicated to the advancement of the performing arts, and the promotion of citizen involvement in community concerns.

Mrs. Taylor is an articulate speaker who has been in continuing demand as a lecturer and as a spokesperson for causes ranging from the national defense to the establishment of new civic and art centers and the preservation of buildings and neighborhoods of outstanding historic or architectural interest.

In the performing arts, this remarkable nominee can offer a record of professional accomplishment spanning the live theater, motion pictures and television. In addition to the performing side, she has acquired through education and experience a high level of competence in budgetary planning, management and fundraising.

A more detailed record of Mrs. Taylor's careers and volunteer interests has been placed before the Subcommittee, so I will not take time to recite additional distinctions. I will conclude by assuring the Subcommittee that the confirmation of the President's nomination of Mrs. Helen Marie Taylor would bring to the Board of Directors of the Corporation for Public Broadcasting a member who could be counted on to give conscientious and effective attention to each and every problem—financial, administrative or programmatic—with which the Board might be required to deal.

STATEMENT OF HON. THOMAS J. BLILEY, JR., U.S. REPRESENTATIVE FROM VIRGINIA

Mr. Chairman, I am pleased to support the nomination of Helen Marie Taylor to a seat on the Board of Directors of the Corporation for Public Broadcasting.

I'm sure you will note from her biography that Mrs. Taylor brings outstanding qualifications to the CPB Board. Her professional career as an actress has been long and varied. She has participated in founding and promoting artistic and cultural organizations all over the nation.

Mrs. Taylor has also been active for many years in politics on the state, local and national levels. While I was Mayor of Richmond she was one of the City's outstanding citizen activists, aiding the City and the Council in finding productive solutions to often difficult problems.

Some of the members of this Committee may know that I have expressed doubts in the past about the mission of CPB. The reporting of its grantee organizations may not be all everyone wants it to, but its funding has been reexamined in light of our current fiscal difficulties. Still, CPB will continue, and I believe that Helen Marie Taylor can bring the balance and judgment to the board which will solve many of the problems that the board has faced in recent years. I urge the Committee to confirm her nomination.

PUBLIC BROADCASTING SERVICE,
Washington, DC, January 25, 1983.

Hon. BOB PACKWOOD,
U.S. Senator,
Dirksen Senate Office Building, Washington, DC.

DEAR SENATOR PACKWOOD: We enthusiastically support the reappointment of Sharon Percy Rockefeller to the Board of Directors of the Corporation for Public Broadcasting. Mrs. Rockefeller's dynamic and dedicated leadership of that Board has made an extraordinary difference to the quality of public broadcasting's service to the nation. Under her spirited direction the elements of public broadcasting have become more unified than they ever have been. Thanks in no small part to Mrs. Rockefeller's efforts, CPB has helped public television achieve new levels of programming excellence and diversity, audience support and national recognition.

We have been indeed fortunate to have Mrs. Rockefeller available to serve public broadcasting. Her presence on the Board of the Corporation is an asset of inestimable value to the American people, who are watching their local public television stations in dramatically increasing numbers each week.

We very much look forward to working with her in the coming years in our efforts to continue to expand and improve public television's service to the nation.

Sincerely,

LAWRENCE K. GROSSMAN, *President.*

WETA,
Washington, DC, January 25, 1983.

Hon. BOB PACKWOOD,
The U.S. Senate,
Washington, DC.

DEAR SENATOR PACKWOOD: The purpose of this letter is to tell you of our complete and enthusiastic support for the renomination of Sharon Percy Rockefeller to the Board of the Corporation for Public Broadcasting.

I have followed CPB from its inception in 1967 and have watched the functioning of its Board. No one at CPB has made a greater contribution to the leadership of that Board and to the entire public broadcasting enterprise than Sharon Rockefeller. She has given unsparingly of her time and has brought to it her intelligence and her extraordinary ability to reconcile differing points of views.

These are important years for public broadcasting. In television and radio, we have made great strides and are now a significant part of the country's information and educational resources. This means we need more than ever the best leadership possible and Sharon Rockefeller represents that kind of leadership.

We at WETA fully support her renomination to the Board of the Corporation for Public Broadcasting.

Sincerely,

WARD B. CHAMBERLIN, Jr., *President.*

[Mailgram]

BOSTON, MA,
January 27, 1983.

Senator BOB PACKWOOD,
U.S. Senate,
Washington, DC.

At our meeting of January 26, 1983, the board of trustees of the Eastern Educational Television Network, representing the 31 public television licenses in the Northeast, voted unanimously and enthusiastically to support the re-appointment of Sharon Rockefeller to the Board of Directors of the Corporation for Public Broadcasting. Mrs. Rockefeller's commitment to the cause of Public Broadcasting at the national and the local level has been vital to our common venture. We respectfully urge her re-appointment.

DAVID O. IVES,
Chairman, Eastern Educational Television Network.

NATIONAL ASSOCIATION OF PUBLIC TELEVISION STATIONS,
Washington, D.C., January 28, 1983.

Hon. BOB PACKWOOD,
U.S. Senator, Senate Office Building, Washington, D.C.

DEAR SENATOR PACKWOOD: The National Association of Public Television Stations completely and enthusiastically supports the renomination of Sharon Percy Rockefeller to the Board of the Corporation for Public Broadcasting.

During her first term on the Board, Mrs. Rockefeller has made an extraordinary contribution to public broadcasting. Her work on the Board represents the highest standard of public service. Mrs. Rockefeller is known and respected by public television licensees for her efforts to improve the quality and quantity of public broadcasting's program service to the nation.

Your committee's favorable vote for Mrs. Rockefeller's renomination will permit her experience and her leadership to continue precisely when public broadcasting faces its greatest challenges. Mrs. Rockefeller is a citizen of extraordinary ability. The nation will be well served by her continued service at the Corporation for Public Broadcasting.

Sincerely,

BRUCE L. CHRISTENSEN, *President.*

PUBLIC BROADCASTING SERVICE,
Washington, DC, January 28, 1983.

Hon. BOB PACKWOOD,
U.S. Senator, U.S. Senate,
Washington, DC.

DEAR SENATOR PACKWOOD: I understand that Sharon Rockefeller's renomination to the Board of the Corporation for Public Broadcasting has been submitted to the Senate.

As Chairman of the Board of the Public Broadcasting Service I have worked closely with Sharon Rockefeller for the last several years in her capacity as a member of the Corporation for Public Broadcasting Board and as its Chairman for the past two years.

Sharon Rockefeller is a remarkably effective leader and spokesman for public broadcasting. We in public broadcasting have benefited immensely from her leadership and association. I heartily endorse her renomination and urge you to approve it.

Sincerely,

DALLIN H. OAKS, *Chairman of the Board.*

SOUTHERN EDUCATIONAL COMMUNICATIONS ASSOCIATION,
Columbia, SC, February 1, 1983.

Hon. BOB PACKWOOD,
Chairman, Committee on Commerce, Science, and Transportation, U.S. Senate, Washington, DC.

DEAR SENATOR PACKWOOD: This letter is in support of the renomination of Sharon Percy Rockefeller to the board of the Corporation for Public Broadcasting (CPB) and her confirmation by the Senate. I express this request on behalf of 68 radio and television licensees (120 transmitting stations) in 16 states. The attached resolution, which was passed unanimously by our board of directors on April 3, 1982, expresses more fully the esteem in which she is held by our licensees and their strong desire for her continued service in this capacity.

We sincerely appreciate your support of continued federal funding for public broadcasting and respectfully request your help in this very critical matter.

Yours very truly,

VIRGINIA G. FOX, *President.*

Attachment.

A RESOLUTION ENDORSED BY THE ENTIRE MEMBERSHIP IN ATTENDANCE AT THE ANNUAL CONFERENCE OF THE SOUTHERN EDUCATIONAL COMMUNICATIONS ASSOCIATION, SAN ANTONIO, TX, APRIL 1, 1982, AND PASSED UNANIMOUSLY BY THE BOARD OF DIRECTORS IN FORMAL SESSION, APRIL 3, 1982

Whereas, the Southern Educational Communications Association represents one hundred twenty (120) public radio and television transmitters in the Southern United States, and

Whereas, included in this membership are: the station from which came the first instructional television broadcast on 25 May, 1953, KUHT, Houston, Texas; the first state educational television network, Alabama ETV, 7 January, 1955; the most comprehensive state network delivery system in the nation, transmitting 450 hours per week (more than ABC, NBC and CBS combined), originator of the first U.S. transcontinental satellite transmission of a TV program, and the only public station ever allowed to provide the commercial pool feed of the Republican presidential candidates debate, Columbia, South Carolina, 1980, South Carolina ETV; the most prolific producer of quality ITV product, Mississippi ETV; and the state network whose CED series has enabled more than 700,000 adults to obtain a high school equivalency certificate worldwide throughout the Armed Forces and in forty-five (45) states, Kentucky Educational Television; and

Whereas, the members of this organization are committed individually and collectively to assuring universal availability of cultural and educational opportunity for the rural isolated as well as our urban centers through public radio and television, and

Whereas, the state governments, state boards of education and local boards of education have invested and continue to invest scarce dollars in this resource so critical to closing the educational gap for our citizens, and

Whereas, all stations represented by this organization vigorously pursue support for our educational and cultural programming from private citizens, foundations, and corporations while continuing to endorse the federal cornerstone of support; now, therefore, be it

Resolved, That the Southern Educational Communications Association commends the Chairman of the Board of the Corporation for Public Broadcasting, Sharon Percy Rockefeller, for her untiring efforts on behalf of public broadcasting in her home state of West Virginia, and at the federal level: and, be it further

Resolved, That we hear and heed her admonitions to stay ever faithful to our educational mission and service to all citizens regardless of race, creed, or geographic location, and

That we hear and heed her admonitions to strengthen our pursuit of support from the private sector, without letting pursuit of support drain our energy from our primary educational programming mission, and

That we hear and heed her admonitions to support the President and the Congress of the United States in their quest for economic stability and well-being for all citizens while striving to maintain the federal support so necessary for the survival of our services, and

That we commend and endorse her articulated position that we nourish the strength and stability of our country through the provision of programs which develop the educational, cultural, and economic skills bank of our nation's most precious resource, its people, and

That we commend the board of Directors of the Corporation for Public Broadcasting for placing her in this key leadership position, and

That we commend President Ronald V. Reagan for his renomination of Sharon Rockefeller to the CPB Board and wish her Godspeed in her confirmation.

O. LEONARD PRESS,
Chairman, Board of Directors.

VIRGINIA G. FOX,
President.

Signed on behalf of the Board of Directors of the Southern Educational Communications Association and its constituencies within the sixteen states of its membership: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Missouri, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia.

PACIFIC MOUNTAIN NETWORK
Denver, CO, February 2, 1983.

Hon. BOB PACKWOOD,
Chairman, Commerce Committee,
U.S. Senate, Washington, DC.

DEAR SENATOR PACKWOOD: The Pacific Mountain Network is a regional public television network serving nearly forty public television stations in the western states. On behalf of our Board of Governors, we wish to support the reappointment of Sharon Percy Rockefeller to the Corporation for Public Broadcasting Board of Directors. We believe that Mrs. Rockfeller has served America and public television well during her tenure as Chairman of the CPB Board. The Corporation for Pubic Broadcasting and its activities have been expecially meaningful to us in the West and the leadership of Mrs. Rockefeller is greatly appreciated by our stations.

Thank you for your consideration and best wishes to you and your staff.

Sincerely yours,

JOSEPH P. ZESBAUGH, *President.*

NOMINATION—CORPORATION FOR PUBLIC BROADCASTING

WEDNESDAY, APRIL 20, 1983

U.S. SENATE,
COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION,
Washington, DC.

The committee met, pursuant to notice, at 9:05 a.m., in room SR-253, Russell Senate Office Building, Hon. Larry S. Pressler presiding.

Staff members assigned to this hearing: Marguerite Ayers, professional staff member, and Thomas W. Cohen, minority staff counsel.

OPENING STATEMENT BY SENATOR PRESSLER

Senator PRESSLER. This meeting will come to order.

Today the Committee will hold a hearing on the nomination of Harry O'Connor. Mr. O'Connor, we thank you for being here. I will make a brief opening statement and then I'll ask you to make your statement.

I am pleased to preside over the nomination hearing of Harry O'Connor to be a member of the Board of Directors of the Corporation for Public Broadcasting.

Public broadcasting is at a critical stage in its development. The system as we know it today is challenged by the advent of rapidly advancing telecommunications technologies, which may be able to serve the needs and interests of specialized audiences more effectively and efficiently than over-the-air broadcasting.

Additionally, as with all other enterprises supported by the Federal Government, public broadcasting has shouldered its share of decreased Federal support. That Federal support has assisted public broadcasters in providing the American people with innovative programming of high quality and abundant creativity. The schedule of their daily programs to the public now far surpasses those of any similar system anywhere in the world.

It seems clear then that in the time of fiscal restraint, CPB must assist the system and fashion a rational way of shouldering the inevitable decreased Federal support. Additionally, the Corporation must work to stimulate these new technologies to benefit the system.

Mr. O'Connor, therefore, will join the other members of the Board of Directors in carrying out the task of ensuring that fewer Federal dollars will result in the lean, more efficient, and industri-

ous public broadcasting system, a highly cherished and a special asset to the cultural and educational life of America.

Mr. O'Connor, we will print your biography in the record and I welcome you to the committee and if you have any comments I would like to hear them.

[The biographical sketch follows:]

BIOGRAPHICAL SKETCH OF HARRY O'CONNOR

Name: Harry O'Connor (Harry Rubinsky, Jr. birth to 1946).
Address: #478, 6204 Vista del Mar, Playa del Rey, CA 90291.
Date and Place of Birth: March 22, 1926; San Antonio, TX.
Marital Status: Married; Vivienne Gay Sweeney.
Names and Ages of Children: Robin DeMartino, 28; Steven Douglas, 25; Timothy O'Connor, 21; Dana Louise O'Connor, 19; Patrick O'Connor, 13.
Education: Stonewall Elementary, San Antonio, TX; 1932-38 Harlandale Junior/Senior High School, San Antonio, TX; 1938-42.
Honors and Awards: Founding President of The Association of Independent Radio Producers; Judge for the International Broadcasting Awards; Guest Lecturer at UCLA Radio Course; currently serving as President of Pacific Pioneer Broadcasters.

STATEMENT OF HARRY O'CONNOR

Mr. O'CONNOR. Thank you, sir.

My sentiments are reflected quite well in what you have just addressed to us. I am very proud to have been nominated. I am very excited at the challenge of serving on the Board with a very capable group of Board members and the executives of the corporation.

I have a clearly stated objective as a Board member to assist, in any way possible with my background in commercial broadcasting, the furtherance of the goals that you have set out, to sustain and improve the excellence of service provided by CPB.

Senator PRESSLER. One thing that was brought to my attention lately is the thin line between public broadcasting and private broadcasting. Some of my broadcasters are always worried that public broadcasting will get into areas where they have to go out and sell ads and be in a free enterprise system, so to speak.

I noticed that you have done a lot with private radio. Please define where public broadcasting should end and public broadcasting should take up?

Mr. O'CONNOR. Senator, the public listens to both with equal interest, if what the public broadcasting has to offer is equal to what commercial has to offer.

My experience in broadcasting is not limited to the domestic radio industry. I have a company based in Sidney, Austrialia that services programming to stations throughout Austrialia and New Zealand where public broadcasting is very successful.

Some rating services will show that the ABC in Austrialia ranks second, and third in Sidney and Melbourne, excellent services that appeal to a great many people. There is no commercial involvement at all.

Senator PRESSLER. I am talking about in the United States, where there is competition between the private and public.

For example, on of my broadcasters said to me the other day that the public radio is starting to give the livestock data, which is of great interest, of course, to farmers. and they felt that that is something that only commercial radio should do.

Give me some examples of where the breakoff between commerical and noncommercial radio services should be.

Mr. O'CONNOR. As I understand it, the argument that was presented was that public broadcasting should not provide a service, an information service that commercial radio provides?

Senator PRESSLER. Yes.

Mr. O'CONNOR. It doesn't seem logical. I do not believe that public radio represents competition in the area of livestock markets or anything of this nature. Commercial stations have owned this area for years I am sure they will continue to own it.

Senator PRESSLER. Well, what I am getting at and, I want an answer from you, is define for me your definition of where public radio's role ends and where private radio takes up. You are aware that some private broadcasters feel that public broadcasting gets into their area.

Mr. O'CONNOR. Yes, sir.

I do not believe there is a clear definition of where one ends and the other begins.

Senator PRESSLER. I know there is not a clear definition, but you are going to go on the Board with national policymakers. What is your definition of it?

Mr. O'CONNOR. I believe public broadcasting has to serve the greatest need in programming. It would seem that presently there are no limitations as to what could be done in public radio, for example, in programming. I would not understand the need to place specific limitations on that.

Senator PRESSLER. If you were to look at this from another angle, in your view, public broadcasting should do just about the same thing as the private radio stations?

Mr. O'CONNOR. I do not believe that is a proper role for public radio. No, not the same things.

Senator PRESSLER. Describe for me what are some of the things public broadcasting should do and should not do then.

Mr. O'CONNOR. Well, I do not think public broadcasting should get into the contests and promotions for audience, as commercial radio does, to get into various exploitation type events which they are constantly into. They are obviously not into securing commercial business for direct advertising. These would be the major definitions.

Senator PRESSLER. Will the fact of your nomination by the President and possible confirmation by the Senate compromise, or in any way have the potential for influencing you in the exercise of independent judgment?

Mr. O'CONNOR. Absolutely not.

Senator PRESSLER. Public broadcasting has had to shoulder its share of the budget cuts. How can the CPB increase its funding sources in the years ahead, and what is your view of allowing commercial advertising in public broadcasting in order to increase revenues?

Mr. O'CONNOR. I believe that support, financial support from Corporations and individuals can be improved, in the efforts being made in that direction now. I believe there should be continuing effort to present a professional fund-raising effort for these funds so that there is less dependence as the Corporation's efforts grow,

because the Corporation presently could do a great deal more, if there were more funds available.

I missed the second question.

Senator PRESSLER. What is your view of the proposal to allow commercial advertising in public broadcasting in order to increase revenues?

Mr. O'CONNOR. I believe that the level of commercial involvement is where it should be, now. I do not know that it should be greater than it is. I do not believe that is a source of revenue that we should be looking for.

Senator PRESSLER. Right.

I imagine you read in this morning's Post the story about the deficit over there.

Mr. O'CONNOR. Yes, sir.

Senator PRESSLER. This came as somewhat of a surprise to me. What can be done about that?

Mr. O'CONNOR. Greater fund raising effort and more careful planning of budget, staying with the budget. If it was operating as a private enterprise, NPR would take chapter 11 today. We cannot do that. We have to anticipate these things.

Senator PRESSLER. The CPB has traditionally been thought of as acting as a heat shield, protecting the broadcaster from extraneous interference and control. How do you see this working and, specifically, what role should the Corporation play in developing an appropriate relationship between itself, the Corporation and the local radio and television stations?

Mr. O'CONNOR. I believe the mission of the Corporation and the Board now is the limit should be sustained. We should not be directly involved in program decision. This is properly the province of someone who is devoted as a professional to that. I do not see us being directly involved in that.

Senator PRESSLER. The public broadcasting activities include both radio and television, as you well know. How would you differentiate or view your responsibilities, as a member of the Board of the Corporation for Public Broadcasting, to both of these services?

Mr. O'CONNOR. Equal. Unfortunately there is less allocated in the budget for radio. Radio is much less expensive to operate. There is greater need for more money in television. My interest would be equal, my efforts on behlf of the two would be equal. I am not—I don't live in a single world of radio.

Senator PRESSLER. I would like to ask you if you could prepare a 1- or 2-page statement for the committee, using several examples of where you think it is appropriate, areas in that grey line between what is appropriate for public radio and private radio, public television and private television, some of the distinctions, not just a general statement; we all know the general statements.

We would like some specific examples of, on that dividing line, things that you feel should be in the public radio area and things that you feel should be in the private radio area. I would say about two pages. Could you prepare such a statement for us?

Mr. O'CONNOR. Certainly.

Senator PRESSLER. Have any questions from the minority been submitted?

Well, let me leave the hearing record open for the possibility of additional questions being submitted. I have no further questions here today.

I welcome you here and we look forward to your statement.

Mr. O'CONNOR. Thank you, sir.

Senator PRESSLER. Thank you.

The hearing is adjourned.

[Whereupon, at 9:20 a.m., the committee adjourned.]

[The following information was subsequently received for the record:]

PLAYA DEL REY, CA,
April 20, 1983.

Hon. LARRY PRESSLER,
U.S. Senate,
Washington, DC.

DEAR SENATOR PRESSLER: I appreciated the opportunity to appear before you this morning in connection with Senate consideration of my nomination to the Board of Directors of CPB.

You have asked that I provide additional information about my views on the noncommercial nature of public broadcasting. I am pleased to do so. I believe one of the most difficult challenges facing public broadcasting is the need to preserve its essential noncommercial character during a time when the system is being forced to find sources of revenue to compensate for reduced federal support.

With regard to programming, I do not think public broadcasting is in competition with commercial television or radio stations. The reason why public broadcasting is such an important resource for the American public is that it provides an alternative to commercial television and radio, not just more of the same. Experience has shown that the private marketplace simply will not adequately supply certain types of programming—children's programs, public affairs, original drama. I understand that these three categories represent the program funding priorities established by the CPB Board, demonstrating CPB's commitment to funding the kinds of programming that commercial broadcasting fails to provide.

When Congress first enacted the Public Broadcasting Act in 1967, the presidents of all three commercial networks supported the bill. Relying in particular on the testimony of Dr. Frank Stanton of CBS, the House Report on the 1967 Act concluded that the "economic realities of commercial broadcasting do not permit widespread commercial production and distribution of educational and cultural programs which do not have a mass audience appeal." I agree with that conclusion and believe it helps define the goal of public broadcasting.

Noncommercial broadcasting deserves the support of federal, state and local governments, and contributions from the public, because it meets the need for programming that the commercial networks cannot provide. While I hope that the audience for public broadcasting continues to grow, audience size is not, and should not be, its goal. The goal is to provide programming that deserves to be provided simply because of its excellence and diversity, not just because it will draw a high rating.

What I have described thus far is what I believe to be the basic mission of public broadcasting. However, since passage of the Public Broadcasting Amendments Act of 1981, public stations have also been authorized to engage in revenue-generating activities to compensate, in part, for the reduced level of federal support now being received. Section 399b of the Act states that "each public broadcast station shall be authorized to engage in the offering of services, facilities or products in exchange for remuneration." When it granted this authority to engage in commercial ventures, Congress—wisely, I believe—placed three limitations on these new activities:

These commercial activities cannot interfere with the provision of noncommercial services. For example, a station can lease out its studio to a commercial producer if there is "dead time" in the studio. But, these revenue-raising activities should not diminish the quantity or quality of the noncommercial services that would otherwise be provided by the station.

CPB funds cannot be used to subsidize a station's commercial activities. When a station attempts to raise revenues through commercial activities, Congress believed it would be unfair to allow the station to use public funds to support its commercial ventures and prevented this from occurring.

Stations were not authorized to engage in advertising. The only exception to this is the limited advertising experiment Congress authorized which is being handled

by the Temporary Commission on Alternative Financing. I understand that TCAF will submit its final report to Congress later this year.

I wish that public stations did not have to divert any of their energies from their basic mission to these efforts to raise revenues from commercial ventures. Ideally, the level of federal appropriations and money from other sources would be sufficient to make all of these activities unnecessary. However, at least for now, Congress has encouraged public stations to engage in some commercial activities while ensuring that the stations do not compete unfairly and do not allow these activities to interfere with the noncommercial services that are the primary responsibility of public broadcasting.

I hope you have found this letter responsive to your concerns. I want to assure you that I do not believe that public broadcasting exists to compete with commercial television or radio stations. If my nomination to CPB is confirmed, I will devote my efforts toward ensuring that the essential noncommercial nature of public broadcasting is preserved during a time period when reduced federal appropriations are placing strong pressures on the system to find alternative sources of financing.

Sincerely,

HARRY O'CONNOR.

CORPORATION FOR PUBLIC BROADCASTING,
April 25, 1983.

Hon. LARRY PRESSLER,
U.S. Senate,
Washington, DC

DEAR SENATOR PRESLER: I am transmitting on behalf of Harry O'Connor a supplemental statement for the record that he dictated to me on April 24, 1983. This is a true and correct representation of Mr. O'Connor's views. He has indicated that, in order to expedite consideration of his appointment and to avoid mailing delay, I forward his statement on his behalf.

Sincerely yours,

LINDA COLVARD DORIAN,
General Counsel and Secretary.

STATEMENT OF HARRY O'CONNOR

You have asked for my comments on a complaint you received from a commercial broadcaster in South Dakota. As I understand it, the complaint involves a public radio station which is airing livestock and commodity reports. Your constituent feels this is not the sort of programming that ought to be presented by a public radio station because it competes with the services provided be commercial stations. In reaction to the situation you describe, I must say that, in general, I would oppose, as a matter of practice, a public broadcaster providing direct competition to an established broadcast format—here livestock information—already delivered within the same market by a commercial broadcaster. In stating this position, I must tell you that I am influenced by an awareness that such competition could deprive the commercial station of audience and resulting revenues essential to its livelihood.

As one who has been involved in commercial broadcasting for over 35 years, I can comment generally on the issue of the differences between commerical and noncommercial broadcasting. I believe there is a direct correlation between this question and the previous question.

As long as public broadcasting remains noncommercial, I think we can rely on it to provide programming that is an alternative to commercial broadcasting. A commercial broadcaster seeks to provide programming that will appeal to the largest possible audience because advertising rates are based on audience levels. Through private contributions and government support, public stations have the ability to compliment, not compete with, commercial broadcasters by providing programming that would not survive if it had to be supported with advertising revenues.

It is my understanding that there are not any firm rules that tell noncommercial broadcasters what they can and cannot do. Each individual licensee has to decide how best to serve its community. In my view, programming that would be completely inappropriate in one community—either because it is already being provided by commercial broadcasters or would not be valued by the community—may be just what is needed somewhere else.

Of course, there will sometimes be friction between commercial and noncommercial broadcasters. In terms of direct competition, I have no direct knowledge of competition between commercial and noncommercial broadcasters. The two services do

occasionally overlap. But, I think most commercial broadcasters do not view public broadcasters as competitors. They recognize that there are services that commercial broadcasting cannot provide and they welcome, and often directly support, public broadcasting stations in their communities. I hope and believe that cooperation will continue. If my nomination is confirmed, I will work toward that end as a member of the CPB Board.

In maintaining its most effective role, I believe that public broadcasters must be constantly vigilant and exercise common sense to enure that they are providing altenative programming as Congress intended.

NOMINATION—COMMUNICATIONS SATELLITE CORPORATION (COMSAT)

TUESDAY, MAY 10, 1983

U.S. SENATE,
COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION,
Washington, DC.

The committee met, pursuant to notice, at 9:08 a.m., in room SR-232A, Russell Senate Office Building, Hon. Barry Goldwater presiding.

Staff members assigned to this hearing: Marguerite Ayers, professional staff member, and Thomas W. Cohen, minority staff counsel.

OPENING STATEMENT BY SENATOR GOLDWATER

Senator GOLDWATER. The meeting will come to order.

I have to apologize. This is the first time in my life I have ever been late to a meeting, but I flew all night and all night the night before, and the old body just quit.

It is a great pleasure that I welcome you, Mr. James, to the Committee on Commerce, Science, and Transportation's hearing on the subject of your becoming a member of the Comsat Board of Directors.

We in Government are fortunate that men like Pen James are willing to devote some of their services and time. This is especially important in an era when the role of Comsat is expanding to embrace not only the traditional function as the Intelsat representative, but new and exciting telecommunications services as well. As Comsat develops these lines of business, I think it is fortunate to have Mr. James as part of the team.

Senator Trible is here to testify in favor of Mr. James' nomination, and I also have a statement by Senator Pressler and your biographical information for inclusion in the record.

Before you start, Paul, I want to make an additional statement relative to Intelsat. As any in this room are aware, for a number of years I have been concerned with the U.S. success in promoting our position at international telecommunications conferences. All too often our interests have been successfully challenged by foreign nations. This trend is very likely to continue as they see increasing opportunities to sell services and equipment in the expanding communications markets.

Obviously, one of the important services that will be subject to this challenge is that provided by Intelsat. For that reason, it is imperative that we have strong leadership in that organization that

will promote the services being offered by that group. These issues will be more thoroughly explored in the hearings to come.

Comsat is presently working in support of Richard Colino for Director General of Intelsat, and in my judgment, this is a commendable initiative on Comsat's part, and I encourage them to pursue this objective vigorously.

So, Paul, you may proceed.

OPENING STATEMENT BY SENATOR TRIBLE

Senator TRIBLE. Thank you, Mr. Chairman.

Mr. Chairman, it is a distinct pleasure to present to this subcommittee, E. Pendleton James. Think of it, Mr. Chairman, Pen James seeking a Federal appointment. All of us who have had occasion to contact the White House Personnel Office can appreciate the irony.

Seriously, Mr. Chairman, I want to enthusiastically endorse Mr. James' nomination to the Board of Directors of the Communications Satellite Corporation. As you well know, the purpose of Federal appointments to the Board of Comsat is to ensure that U.S. interests are attended to in the execution of the treaties that created the International Telecommunications Satellite Organization and the International Marine Satellite Organization.

Few men I know are better qualified to represent a system of interests than Pen James. We can all attest, I think, to Mr. James' tact and diplomatic skills.

Pen James is currently president of Pendleton James & Associates, an executive search firm in New York. Prior to that, he served as Assistant to the President for Presidential Personnel with responsibility for recruiting the very best men and women for service in this administration.

From 1976 to 1981 he was president of Pen James & Associates in Los Angeles, an executive search firm, and from 1971 to 1973 he was deputy special assistant to the President. Pen James received his bachelor's degree from the University of the Pacific in 1954, did graduate work at the University of California at Berkeley and the University of Santa Clara.

Today I am very pleased that he is a resident of the Commonwealth of Virginia.

Mr. James is a man of substantial ability whose work on the board of Comsat will continue his fine record of public service.

I urge my colleagues on this committee to act decisively and promptly so that service may begin.

I thank you, Mr. Chairman.

Senator GOLDWATER. Thank you very much, Paul.

[The material referred to follows:]

OPENING STATEMENT BY SENATOR PRESSLER

I want to take this opportunity to express strong support for the nomination of E. Pendleton James to be a member of the Board of Directors for the Communications Satellite Corporation.

Because Mr. James has a strong record of public service, I am not surprised that he is willing to give his time and energy once again for yet another important task. COMSAT is attempting to adjust to the changing environment of international telecommunications. The leadership of this organization must have foresight and courage to meet the challenges of the rapidly growing communications marketplace. Pendleton James is an excellent choice to participate in such a challenge.

It is a pleasure for me to endorse this nomination as a wise decision on the part of the Administration. In my capacity as a member of the Senate Communications Subcommittee, I look forward to his advice on matters affecting COMSAT's future economic strength and competitive initiatives.

BIOGRAPHICAL SKETCH OF E. PENDLETON JAMES

Residence addresses (both are temporary): 9204 White Chimney Lane, Great Falls, Va. 22066, and 245 E. 54th Street, Apt. 12H, New York, N.Y. 10022.
Date and place of birth: October 23, 1929, Fort Smith, AK.
Marital Status: Married to the former Betty J. Turner.
Children: Julia, age 18; Robert, age 16.
Education: University of Memphis—1948-50, Memphis, TN.; University of the Pacific, June 1954, Stockton, CA, B.A. degree.
Honors and Awards: Honorary Ph.D., University of the Pacific, 1982, Stockton, CA.

Senator GOLDWATER. Pen, what part of Virginia do you live in?

STATEMENT OF E. PENDLETON JAMES

Mr. JAMES. Great Falls, VA, Senator.

Senator GOLDWATER. I sort of claim Virginia as my second State.

Mr. JAMES. I do, too, Senator, being a Californian, I think it is one of the most beautiful States in the Nation.

Senator GOLDWATER. We can always forget California, but it is hard to forget Virginia.

Paul, you do not have to stay unless you care to.

Senator TRIBLE. I will stand beside my friend here, thank you.

Senator GOLDWATER. Pen, do you know of any conflict of interest or any other reason why you should not serve on this Board?

Mr. JAMES. No, sir, I do not.

Senator GOLDWATER. You have no interest in communications?

Mr. JAMES. No, sir, I have no holding, financial or personal, in Comsat.

Senator GOLDWATER. Comsat, as you know, is a publicly held corporation. It has a unique role, however, as the U.S. signatory to Intelsat and Inmarsat. Additionally, we try to encourage Comsat, within some parameters, to engage in competitive activities.

With these multiple goals and responsibilities of this corporation, as a Presidential appointee, what role would you see in it for yourself?

Mr. JAMES. Senator, I feel that the role of the Presidentially appointed members of Comsat are there to serve the public interest, to represent the U.S. Government on the Board, and at the same time, to see that the intent of the Congress in the act which originally established this organization is carried out.

Senator GOLDWATER. I think you must know of the committee's great interest in this.

Mr. JAMES. Yes, sir.

Senator GOLDWATER. While the public generally is not aware of just what Comsat is beginning to provide for them, I think within a maximum of 4 years they will all be aware of Comsat and its ability through technological developments to provide every home in this country with access to the entire world. In fact, I think it will be the greatest single step forward in international communications.

If the people in the room are not aware, Comsat's chief endeavor right now is to develop a cheap roof parabolic antenna which is like a big saucer, only about 3 feet instead of 16 or 20 feet as you have to have now, and with this you can direct it at any of our satellites, and if they are sophisticated enough, they will pick up any of the satellites we have, televising international affairs, and with relatively inexpensive equipment, which is now very expensive—I am thinking of $300 and less for the home—you can stay up all night and look at all sorts of things, and you do not have to be confined to the terrible stuff you watch over your networks right now.

What is it in your background that you believe makes you well suited to undertake these new responsibilities?

Mr. JAMES. I think my background of 10 years of industry experience, 16 years as a consultant to senior level management of corporations throughout the United States, 4 years serving in two Presidencies at the White House level, have given me a unique exposure that will enable me to bring to this Board an understanding of industry and the management structure.

Senator GOLDWATER. I had better look these over.

Well, I have known you for some time, and I have great confidence in your ability. I think you are going to enjoy this work. It is very new and very challenging. And you will be working with people who have a common interest in the furtherance of U.S. technology. And as far as I know, we are quite a bit ahead in this particular field, and I am anxious, very anxious, that it proceed rapidly. I want the American public to have the best they can have.

So in the absence of other members—and you must realize that we are in the delicate process of trying to draw up a budget, and that is something else nobody understands around here—so I will poll the membership. There will be no difficulty. I am not allowed to appoint you myself. If I had that ability, I would.

So thank you very much for being with us, and thank you, Paul.

Mr. JAMES. Mr. Chairman, thank you very much.

Senator GOLDWATER. We wish you the best of luck.

This meeting will stand adjourned.

[Whereupon, at 9:19 o'clock a.m., the subcommittee adjourned subject to the call of the Chair.]

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